

MISSOURI DIVISION OF TOURISM

JUNE MISSOURI TRAVEL BAROMETER
(DATA AVAILABLE AS OF 7/10/20)



Missouri Travel Barometer



The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry and the MDT staff with a monthly *Missouri Travel Barometer*.

The barometer shows key travel indicators that illustrate various measurements affecting Missouri's tourism industry and are indicators of its health.

Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29



STR Lodging Trends – Week Ended July 4, 2020

OCCUPANCY
was down
30.4%
as compared to
the same week in
2019

**STATEWIDE
DEMAND**
DECREASED
30.8%

ADR
(Average Daily Room Rate)
DECREASED
8.5%

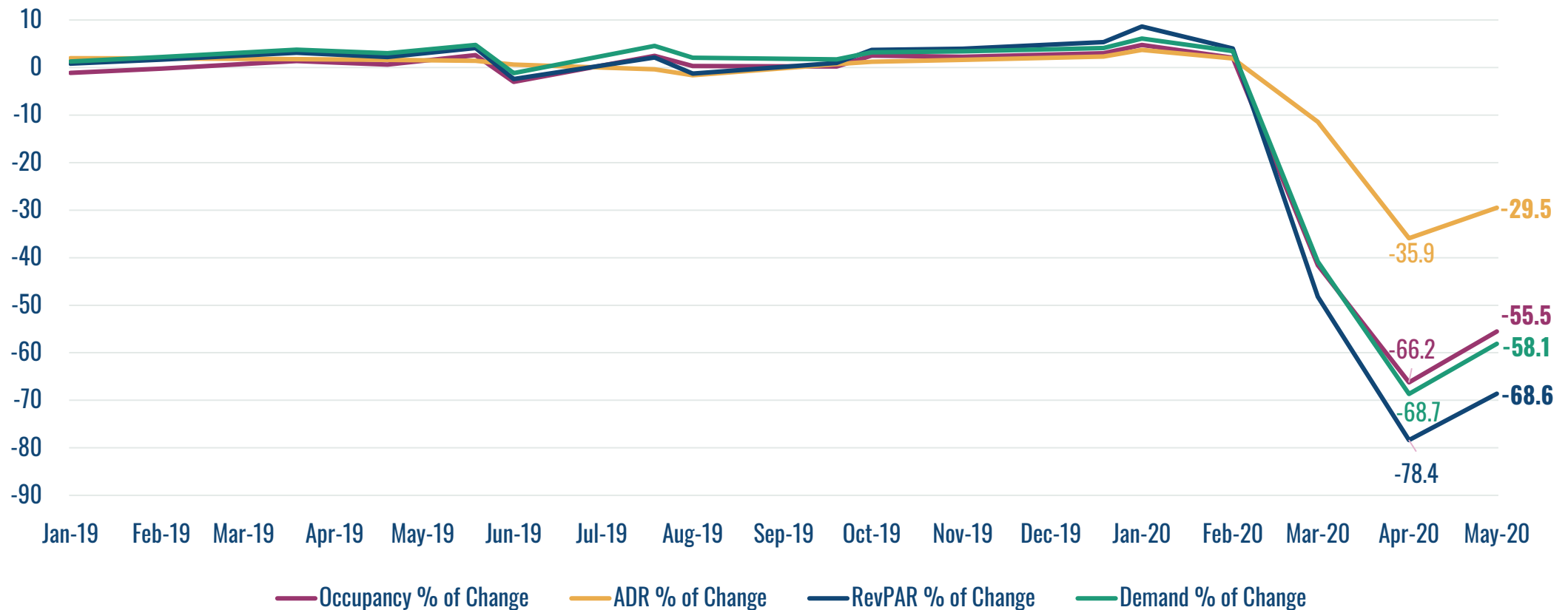
RevPAR
(Revenue per Available Room)
DECREASED
36.3%

Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29



STR Monthly Lodging Trends Percentage of Change

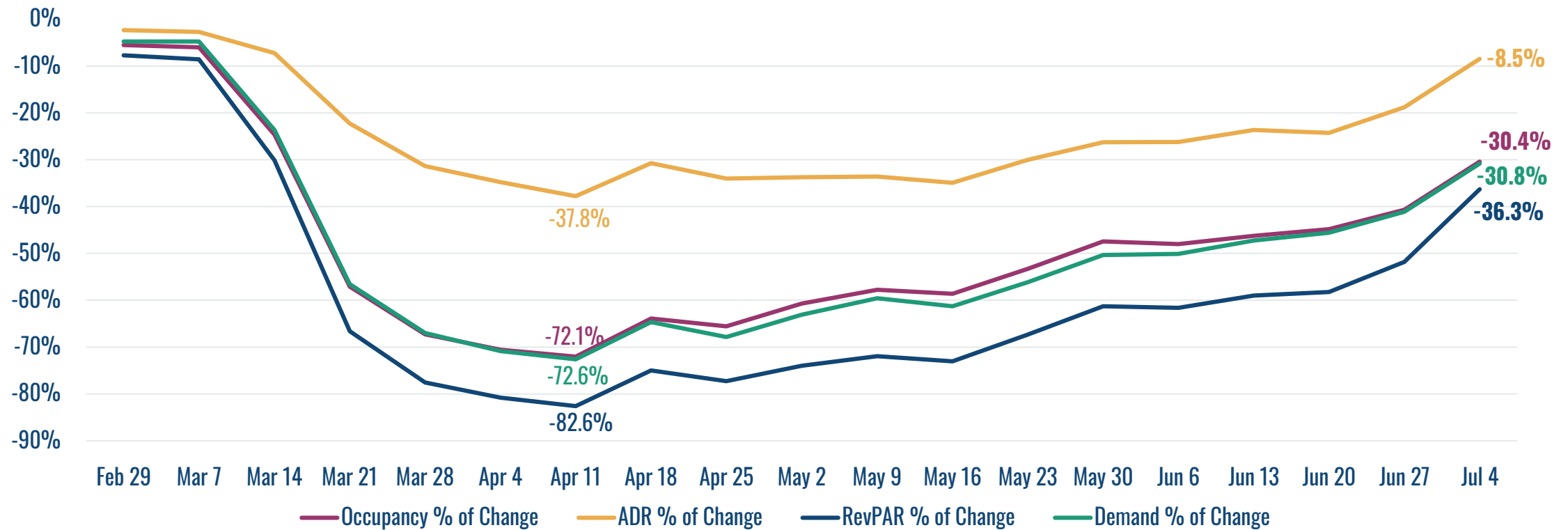


Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29



STR Weekly Lodging Trends Percentage of Change

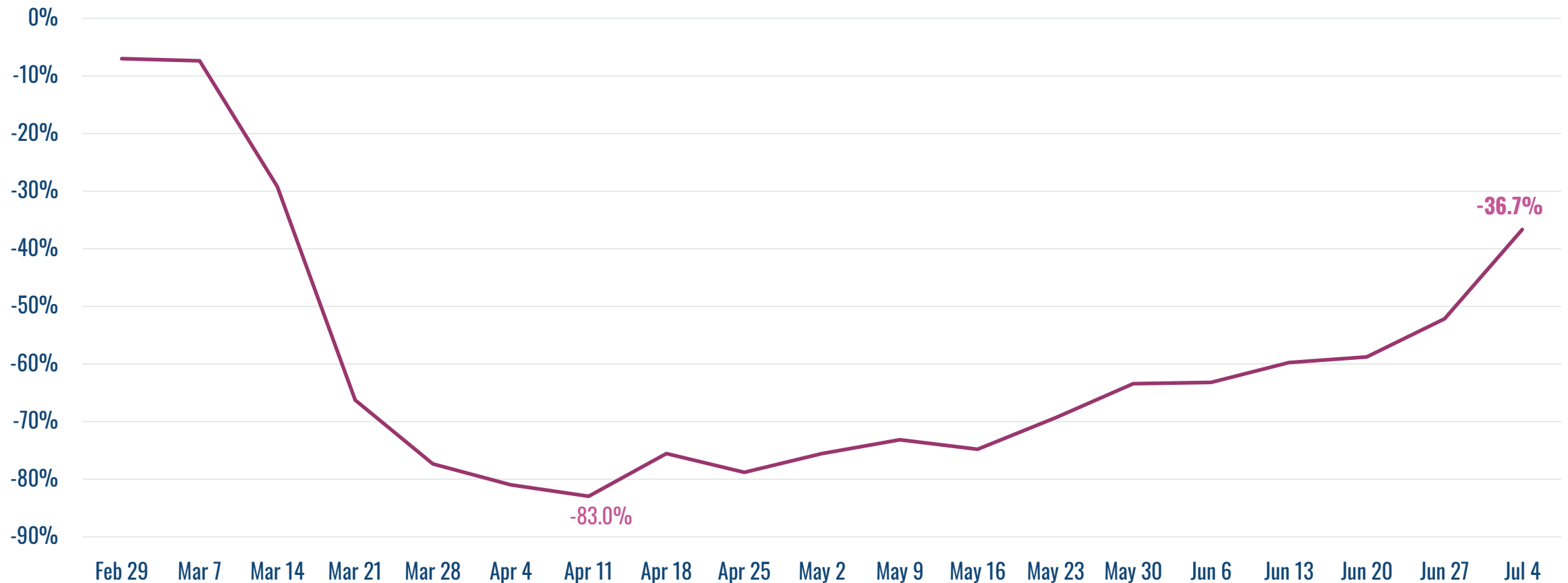


Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29



Weekly Missouri Lodging Revenue % of Change from Prior Year

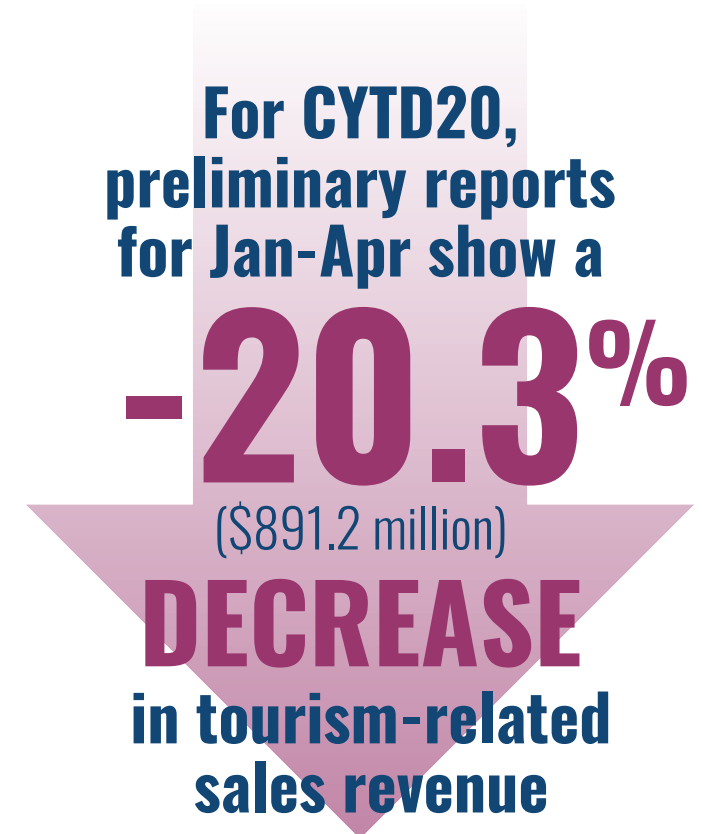
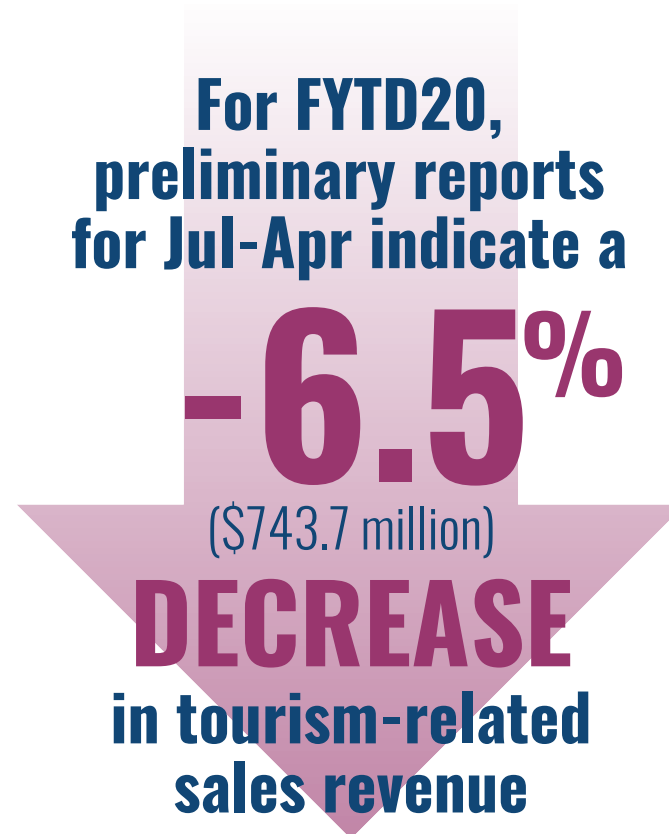


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year.



NAICS Tourism Business Sales through April 2020

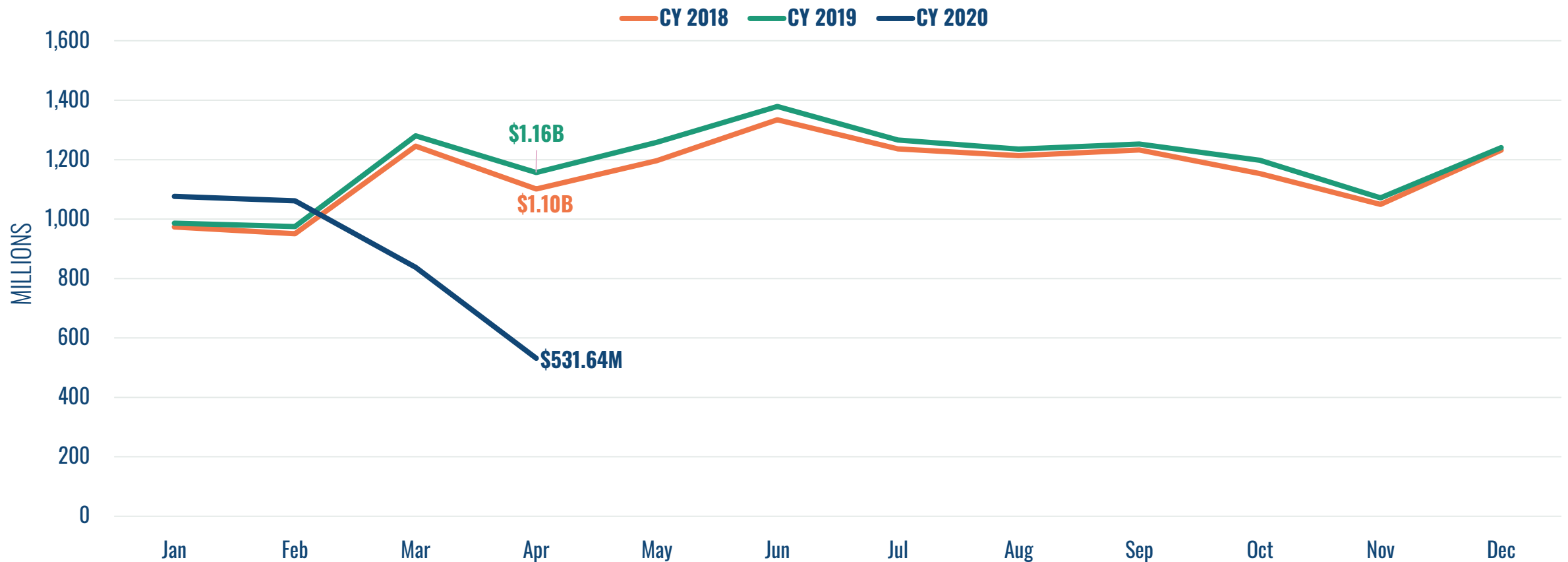


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year.



CY Sales Revenue from Tourism-Related NAICS

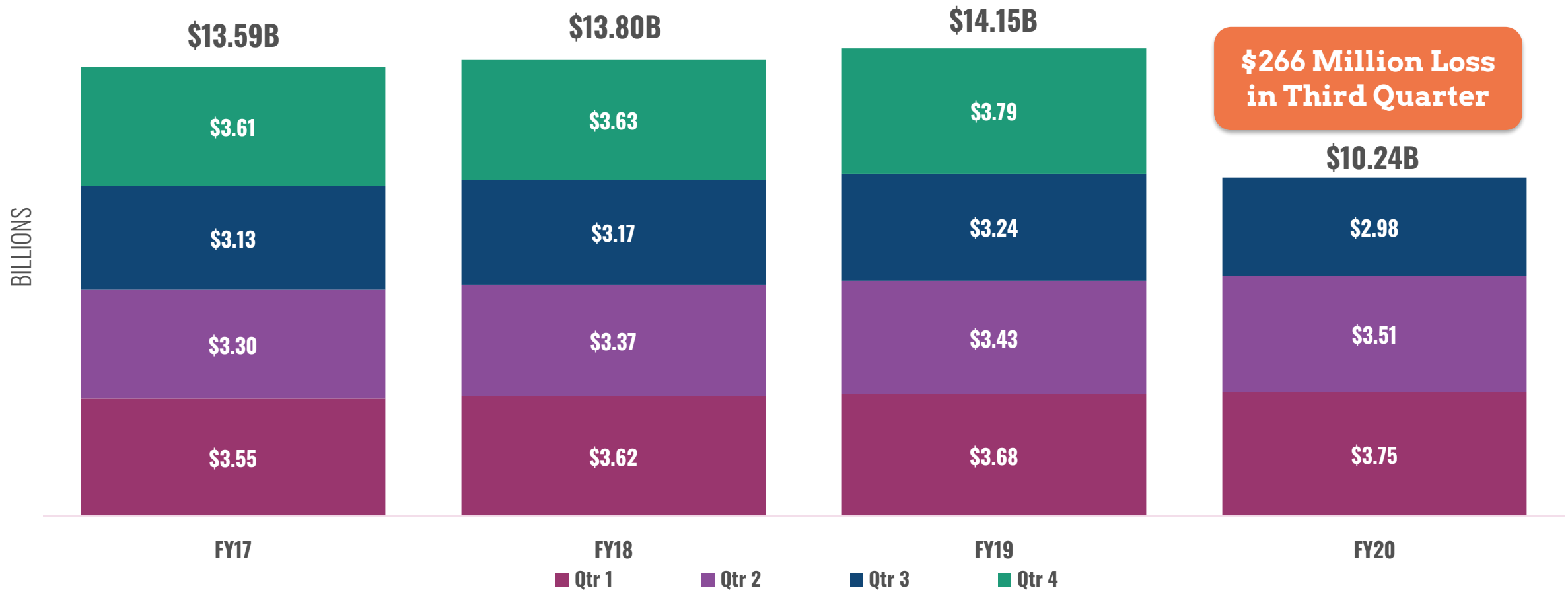


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year.



FY Sales Revenue from Tourism-Related NAICS

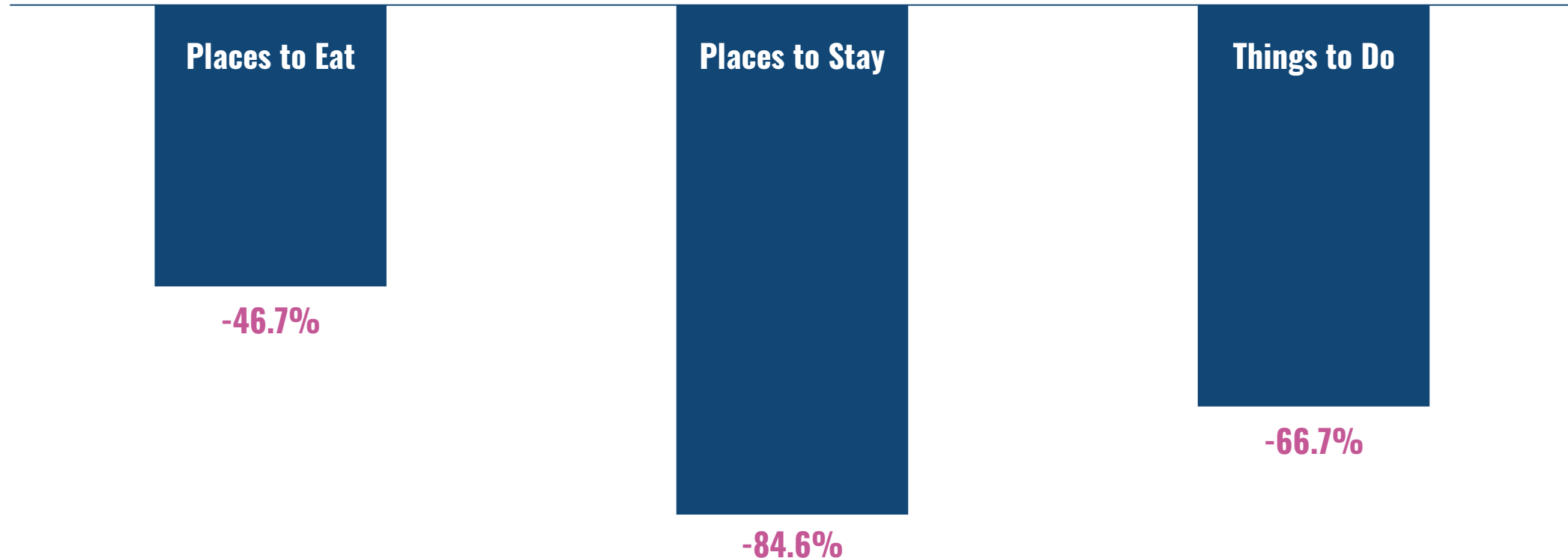


Missouri Travel Barometer



Daily drive trips of US travelers who moved at least 50 miles from their home and spent a minimum of 2 hours in Missouri.

NAICS Tourism Business Sales Change in April 2020 Compared to April 2019

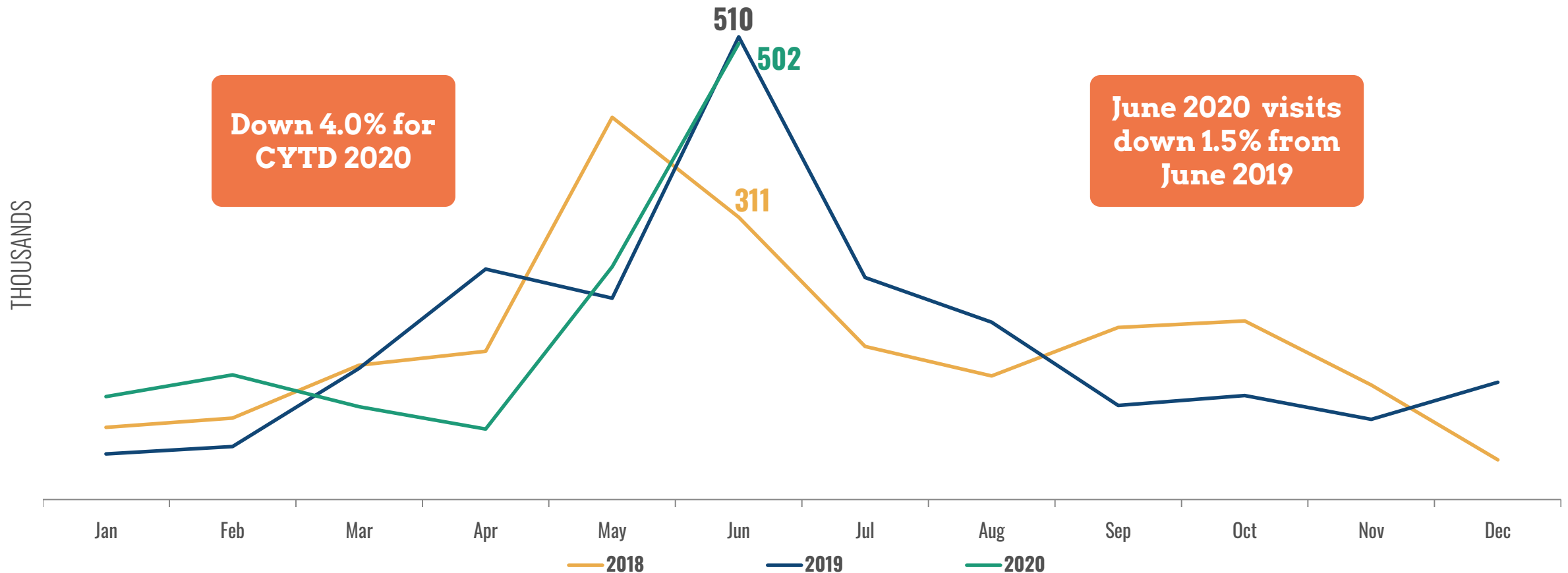


Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit responses in the early part of 2020.

Visits to VisitMO.com by Month



May 2018 was the first full month of the new VisitMO website. Covid-19 began early 2020.

Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns.

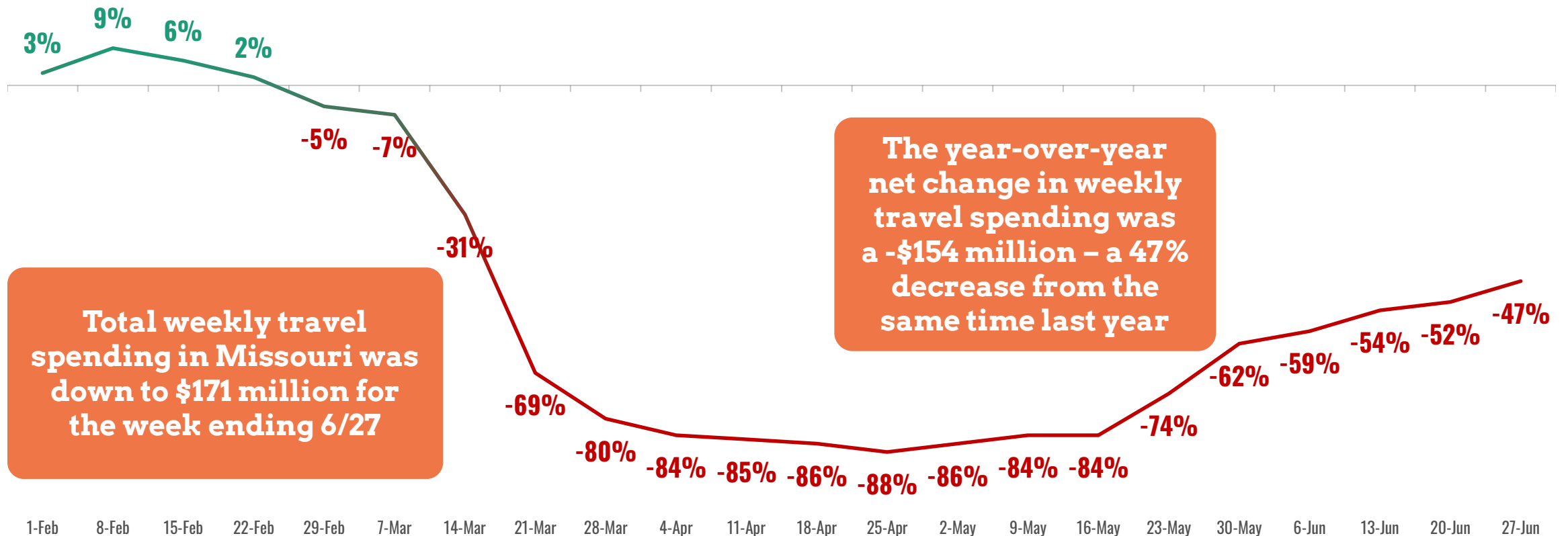
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Economic Impact

Year-Over-Year % Change in Weekly Travel Spending in Missouri

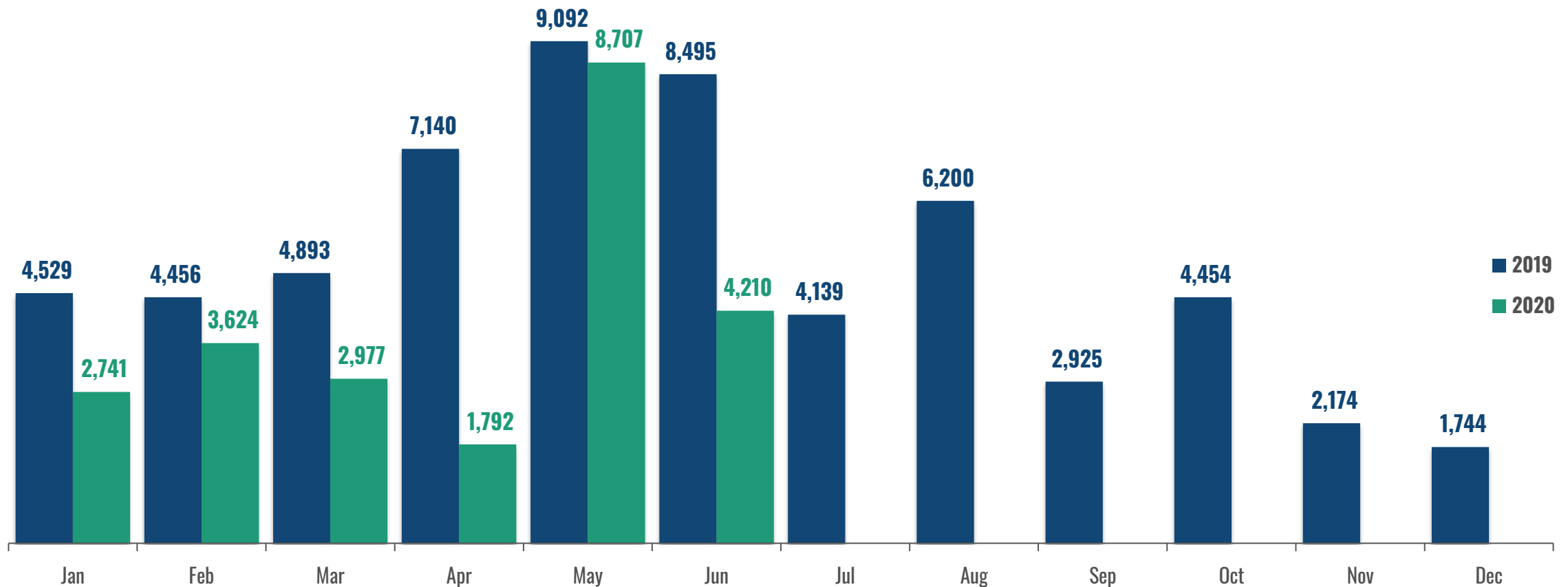


Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit travel guide orders in the early part of 2020.

Fulfillment of Travel Guide Orders from All Sources



Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

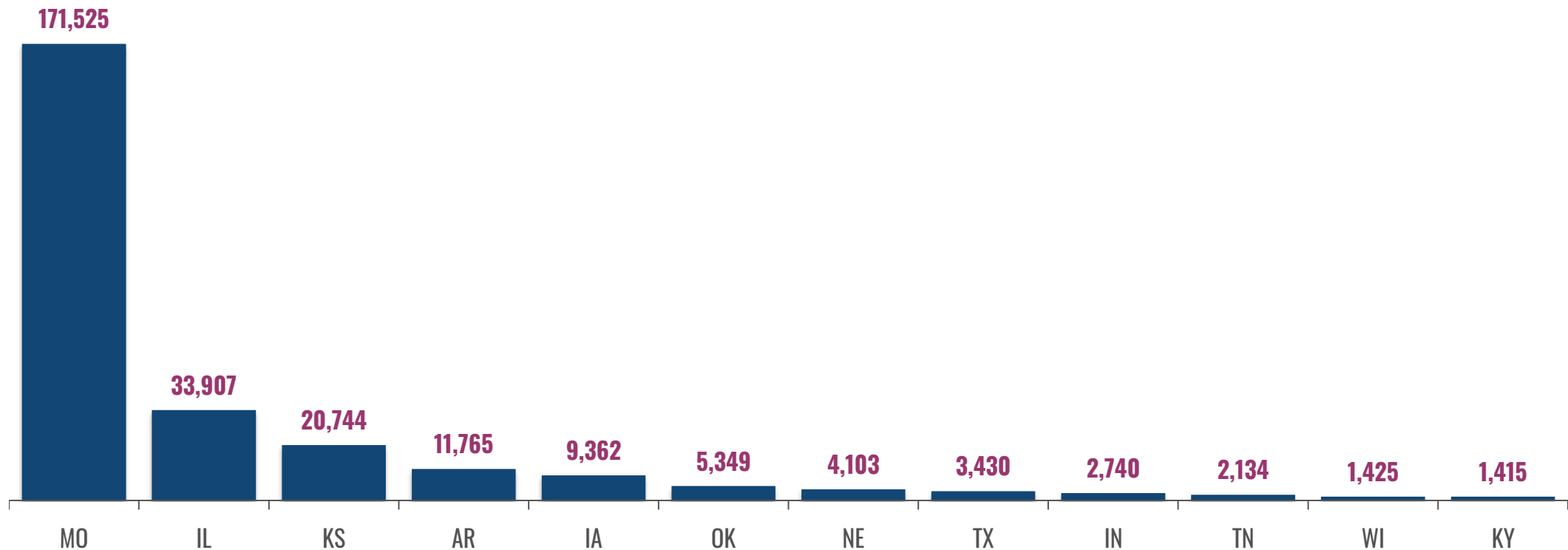
Missouri Travel Barometer



Daily drive trips of US travelers who moved at least 50 miles from their home and spent a minimum of 2 hours in Missouri.

Road Trips to Missouri Reported by Arrivalist

Top States for Road Trips to MO



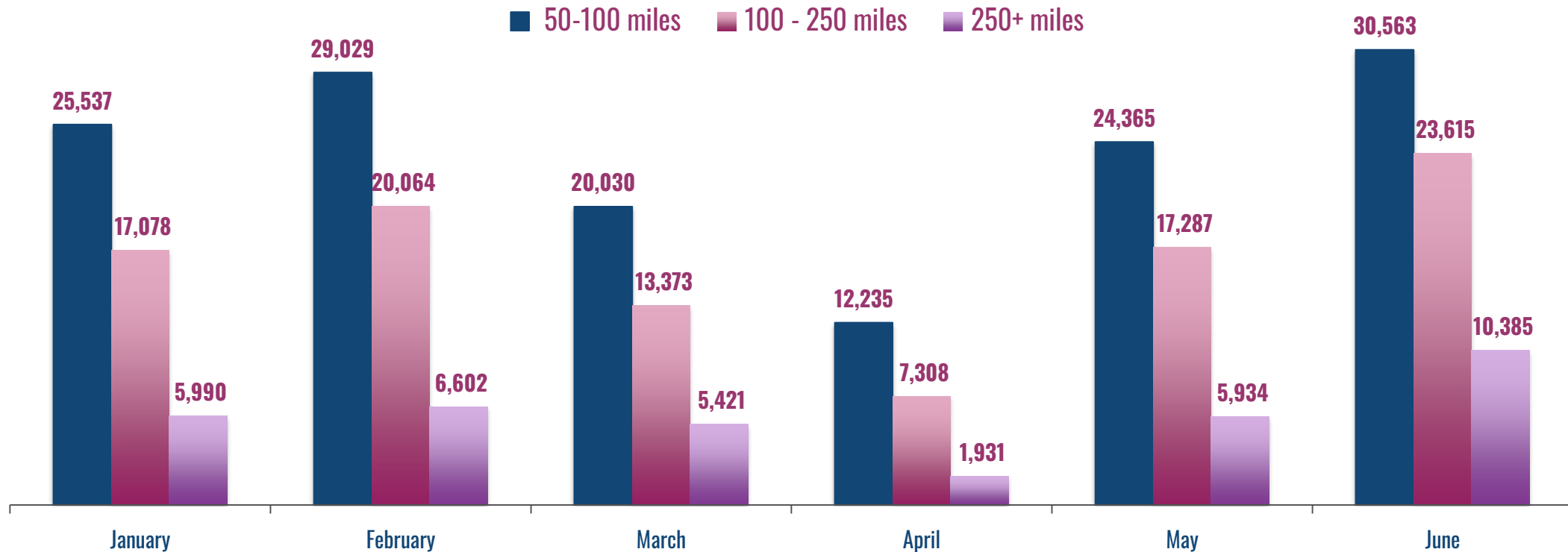
Missouri Travel Barometer



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Road Trips to Missouri by Reported by Arrivalist

Road Trips by All States to MO by Month & Distance Driven

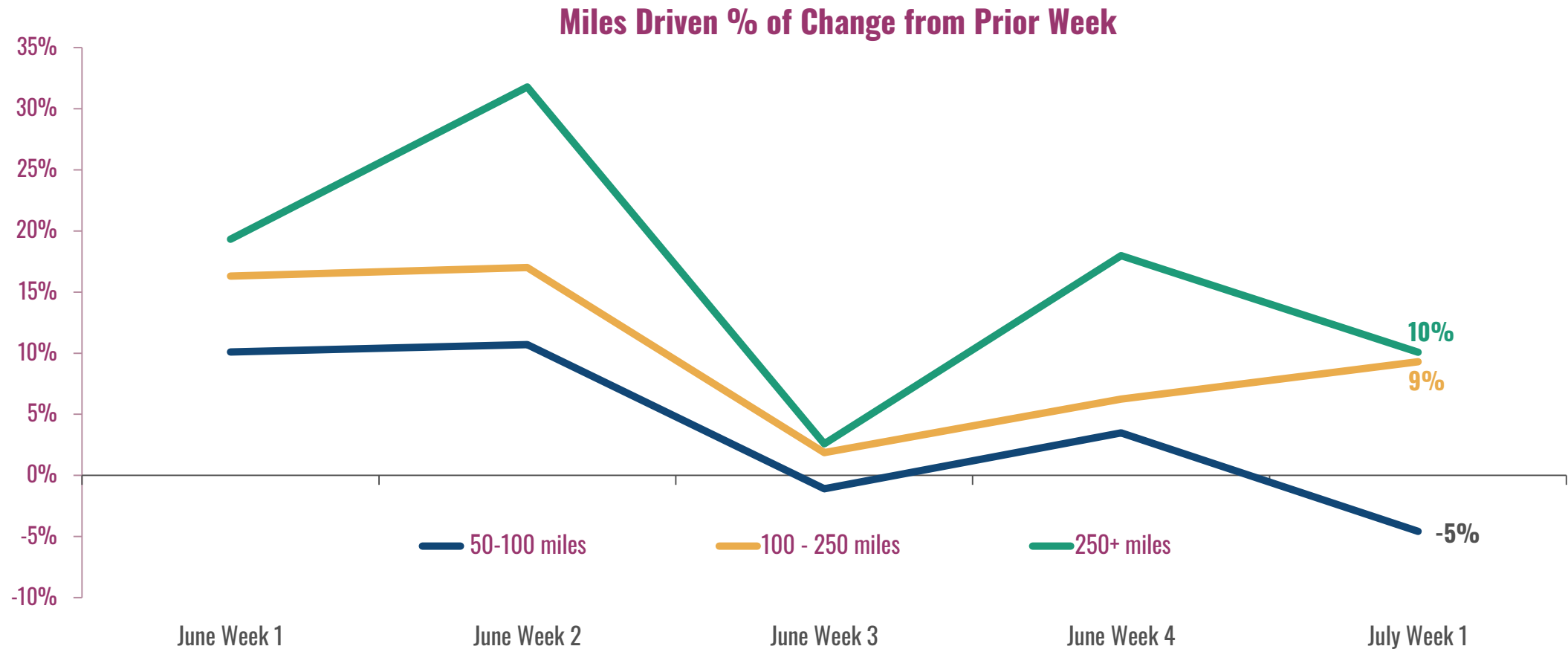


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Road Trips to Missouri by Reported by Arrivalist



Missouri Travel Barometer

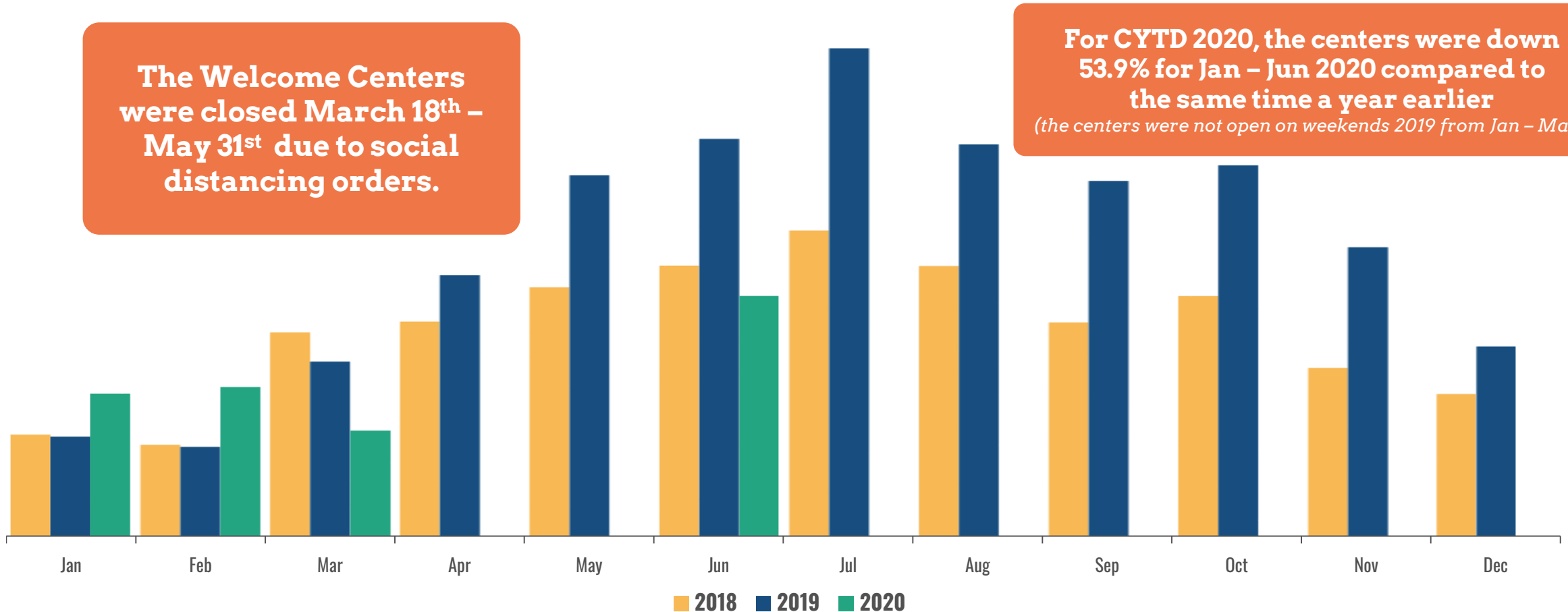


Welcome Center Visits: 2020 Calendar Year to Date through June

The Welcome Centers were closed March 18th – May 31st due to social distancing orders.

For CYTD 2020, the centers were down 53.9% for Jan – Jun 2020 compared to the same time a year earlier
(the centers were not open on weekends 2019 from Jan – Mar).

THOUSANDS



Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns.

THANK YOU

